



**Reveal Sciences Puts a New Face on Skin Care Diagnostics  
with the CareType™ Analysis System**

*The company targets beautiful and younger-looking skin  
through better science.*

**Visit the Reveal Sciences Booth #2717 at IECSC Las Vegas.**

**Austin, TX -- June 8, 2009 --** Reveal Sciences, LLC, a biotechnology company pioneering breakthrough skin care diagnostics, will introduce the new, industry-first CareType™ Analysis System (CTS) at the IECSC show in Las Vegas. The CareType Analysis System is a skin care diagnostic system that instantly identifies and analyzes skin conditions before and after application of skin care products and treatments.

Reveal Sciences' breakthrough system offers value not available in the industry before through the objective analysis and recommendation of "best fit" skincare products, treatments and regimens based on rapid scientific test results. Through the instant test result data, this technology aims to instill confidence and trust in skincare clients and customers, build brand loyalty and customer retention, and increase sales and profitability for skin care professionals, service providers and product manufacturers.

**CareType™ System Analysis**

Today's consumers look for assurance that they are selecting the best products for their skin and they expect purchased skincare products to perform as promised. Reveal Sciences' CareType technology for skin care diagnostics delivers a unique level of personalized information to the consumer. In addition to giving the consumer an interactive experience, it can boost brand preference and allegiance for specific recommended product lines and treatments.

Features and benefits of Reveal Sciences CareType Analysis System are:

- Personalized and specific skin analysis results using simple disposable test strips.
- Low cost science-based skin analysis system that benefits skincare professionals and consumers alike by saving money and improving outcomes.

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**Reveal Sciences Puts a New Face on Skin Care Diagnostics with the CareType™ Analysis System**

- CareType testing enables the detection and measurement of underlying elements that are associated with premature aging, wrinkling, and overall skin wellness. By quantifying these elements, skin care professionals are better enabled to characterize and monitor skin correctly; and can more readily identify the right products or treatments as well as track their customers' progress.
- CareType tests utilize a compact optical instrument coupled with disposable skin testing strips for the identification of specific skin wellness factors. By integrating a scientific feedback component with product application, customers have more confidence and trust in the skin care products being recommended and used.

Tests under development for the professional spa/salon include the oxidative damage factors; hydration; skin aging factors; skin sensitivity and irritation; and skin barrier and cosmetic coverage analysis.

To see a demonstration of the CareType Analysis System, visit the Reveal Sciences Booth #2717 at the IECSC in Las Vegas.

**About Reveal Sciences, LLC**

Reveal Sciences is a wholly-owned subsidiary of Beacon Sciences, LLC, a company based on the pioneering work by Dr. Eric V. Anslyn of The University of Texas at Austin. Reveal Sciences harnesses novel biomarker based assay developments from Beacon Sciences to empower the skin care and cosmetics industry with novel skin care diagnostics platforms. Reveal Sciences, LLC, is an Emergent Technologies, Inc. (ETI) portfolio company. Visit the company website at [www.revealsciences.com](http://www.revealsciences.com)

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